Integrating Healthy Food Access into Pedestrian Planning

Mike Zelek, MPH
Social Research Associate
Chatham County Public Health Department
Pittsboro, NC

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Leading the Charge to a Healthier Chatham.
Chatham County Public Health Department • L. Layton Long, Health Director • www.chathamnc.org/publichealth
Disclosure

• The following personal financial relationships with commercial interests relevant to this presentation existed during the past 12 months:

No relationships to disclose
Session Objectives

• Understand how to assess healthy food availability in the community
• Identify nontraditional partners that can impact the community’s health
• Identify ways to incorporate health into local city planning efforts
Where we are

Chatham County
• Obesity is top health concern in Chatham
• Many residents lack access to recreation facilities and healthy food options
• Obesity epidemic not unique to Chatham
Where we really are

- Obesity is top health concern in Chatham
- Many residents lack access to recreation facilities and healthy food options
- Obesity epidemic not unique to Chatham

Innovative, diverse strategies and partnerships are necessary to tackle such a widespread problem
Health is determined by both internal and external factors

Individual choices are influenced by the environment in which a person lives

Health can be built into (or out of) a community
• Health is determined by both internal and external factors

• Individual choices are influenced by the environment in which a person lives

• Health can be built into (or out of) a community

Link between planning and public health
Planning and Public Health

- Planning in the US originated to deal with public health issues.
- Over time, planning has come to focus on land use and transportation, public health on handling health and safety concerns.
- With the link between planning and public health, urban design and chronic disease, two fields are coming back together.

“Across the U.S., local governments are beginning to include goals and objectives that promote public health into their comprehensive plans. These long-term plans impact how people make choices of where to live and how to get around, their ability to access healthy foods and opportunities for physical activity, and affect broader issues of social equity, clean air and water, and more.”

-American Planning Association

http://www.planning.org/research/publichealth/
Taking a Broader look at Health

Social Ecological Framework
Taking a Broader look at Health

Public Policy
(National, State, Local laws, and Regulations)

Community/Organizational
(Orgs, Social Institutions)

Interpersonal
(Family, Friends, Social Networks)

Individual

Medial and Advertisement

Development Zoning Regulations

School Food Environment

Built Environment

Food Pricing

Food Availability- Stores

Food Purchasing in Home

Access & Affordability

Safety

Culture

Preferences

Motivation

Knowledge, Skills

Self-Confidence

Health Status

Age

Social Support

Time Constraints

Social Ecological Framework
IT TAKES A COMMUNITY
Healthy Community, Healthy People
Healthy Chatham

What if a town...
- Full of unhealthy options
- Poor healthcare
- And no places to walk or be active

Transformed into a community
- With sidewalks and greenways
- And safe places to bike
- That connect people to fresh foods

How would that impact health?
- Obesity rates
- Quality of life
- Diabetes

It takes a community to build health
CTG in NC

• Focused on community design and policy-level interventions on health
• Funded over 50 comprehensive and allied plans across the state that incorporate health
• Enabled development of food policy councils, supported tobacco policies, and promoted healthy local foods
• Funded this project
• Led assessment of all food vendors in Chatham County to determine availability of healthy food options

• Partnered with the Town of Siler City on Pedestrian Master Plan
Healthy Food Assessment

• Had assistance from UNC students

• Develop Survey Instrument
  Adapted survey instrument from existing examples
  - Food Retail Outlet Survey Tool (FROST)
  - Nutrition Environment Measures Survey (NEMS)
Healthy Food Assessment

- Locate and survey all food stores in county

Total of 82 Stores
- 41 Corner Stores (with Gas)
- 11 Supermarkets/Grocery Stores
- 7 Dollar Stores
- 7 Roadside Stands
- 6 Tiendas
- 5 Farmer's Markets
- 4 Pharmacies
- 1 Corner Store (No Gas)
• Devise metrics to categorize stores based on MyPlate and fresh produce
  1) Availability of fresh fruits and vegetables
     3 Categories (none, 1-4 types, 5 or more types)
     using USDA Recommendations
  2) Availability of ingredients for a MyPlate meal
     2 Categories (fulfills MyPlate, does not fulfill MyPlate)
Healthy Foods Assessment

- Map and categorize stores
Siler City Ped Plan

- At time of food assessment, Town of Siler City was in process of creating a Pedestrian Master Plan
- Met with Siler City and Alta Planning + Design staff to discuss CCPHD collaboration in plan
- Looked for new ways to incorporate health into plan
- Few examples from other cities
Making the Connection

Default Pedestrian Plan Model + Healthy Food Store Inventory = A Siler City with more safe places to walk and improved access to healthy food
Healthy Food Availability in Siler City Stores

Healthy Food Criteria
- Red: No MyPlate, No Fresh Fruit/Vegetables
- Yellow: No MyPlate, < 5 Fresh Fruit/Vegetable Types
- Green: No MyPlate, >= 5 Fresh Fruit/Vegetable Types
- Blue: MyPlate, No Fresh Fruit/Vegetables
- Purple: MyPlate, < 5 Fresh Fruit/Vegetable Types
- Black: MyPlate, >= 5 Fresh Fruit/Vegetable Types
Making the Connection

<table>
<thead>
<tr>
<th>Neighborhood</th>
<th>Compare</th>
<th>Foods</th>
<th>La Jolla #1</th>
<th>Firefly Waggy</th>
<th>El Tienda Centro</th>
<th>Tienda La Posada</th>
<th>Tienda Loma Bonita</th>
<th>Wal-Mart</th>
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</table>

Note: Unit of measurement for connection length is miles. Connections shorter than a half mile are highlighted in green; connections between half a mile and one mile are highlighted in orange.

<table>
<thead>
<tr>
<th>Prioritization Criteria</th>
<th>Weighted Score</th>
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<tr>
<td>Reported Pedestrian Crash Location</td>
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<tr>
<td>Connectivity/access to Proposed Facilities</td>
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<td>Lower-income Areas (US Census)</td>
<td>3.93</td>
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<td>Direct Access to/from an Existing Trail or Sidewalk</td>
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<td>High Density Areas (US Census)</td>
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<td>Park or Recreation Center Proximity (1/2 mile radius)</td>
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<td>Low-vehicle Access Areas (US Census)</td>
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<td>Elem., Middle, and High School Proximity (1/2 mile radius)</td>
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<td>Limited English Proficiency Areas (US Census)</td>
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<td>Minority Population Areas (US Census)</td>
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<td>Top 1-3 Recommendations from 2013 Public Comments</td>
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<tr>
<td>Direct Access to Healthy Food Opportunities</td>
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<tr>
<td>Ethnicity/Origin Population Areas (US Census)</td>
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<td>Direct Access to Major Shopping Centers/Business Areas/Downtown</td>
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<tr>
<td>High Chronic Disease Rate Areas</td>
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<td>Areas of Elderly (65+ years old) Population</td>
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<tr>
<td>Areas of Youth (&lt;18 years old) Population</td>
<td>2.71</td>
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<td>Corresponds to Previous Recommendation (CTP, other plans, etc.)</td>
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Healthy Living Supplement

Siler City, NC
Pedestrian Master Plan
2013
Benefits of Collaboration in Plan

- Addresses both planning and public health issues and brings fields together
- Value added by combining existing projects
- Targets Chatham’s priority health issue
- Fosters town-county relationship
- Establishes partnership for future projects
Ongoing Partnership

- Constructing ADA curb ramps in downtown Siler City (prioritized from Pedestrian Plan)
- Safe Routes to School Project at a middle school in Siler City
- Healthy corner store project at Siler City tiendas
- Joint Use Agreement in town parks
- Gap analysis of regional bike routes
Long-term Planning Projects

- Future collaboration on town and county plans, including parks master plans
- Recently-formed Community Food Council
- Health Department staff representation on local planning advisory committees
- Greater awareness and partnership between planning and public health
Ideas for Collaboration with Planners

• Reach out to new partners
• Consider access to healthy foods, chronic disease rates and access to recreation facilities
• Address priority health issues
• Look at resources from DHHS, APA and CDC
Takeaways

- Planners are public health practitioners
- Partnership between planning and public health can strengthen projects and open doors to new resources
- Innovation in both fields will depend on these partnerships
“Many of these novel combinations are really two conventional ideas in their own domains. You’re taking established, well-accepted ideas, which is a wonderful foundation—you need that in science. But when you put them together: wow. That’s suddenly something really different.”

-Brian Uzzi, Kellogg School of Management

http://insight.kellogg.northwestern.edu/article/a_virtuous_mix_allows_innovation_to_thrive
Thank you!

- The Town of Siler City
- Siler City Planning Department
- Adrienne Binder and Allison Young, UNC MPH graduates
- Alta Planning + Design
- CTG Region 5 Staff
- Health Department Health Promotion Team
Questions?

Mike Zelek
Chatham County Public Health Department
michael.zelek@chathamnc.org